

# ODL Marketing Check In

## New ONAP MAC Liaison

- › Welcome Filip Cuzy from PANTHEON.tech (replacing Stefanie Owyong, Lumina)
- › Role: Help develop project marketing strategy and provide marketing support, provide link from the technical community to marketing function, represent ODL on the LFN MAC, help ensure ODL marketing needs are integrated into LFN Marketing planning

## Aluminum Marketing

- › Technical release complete
- › PTLs input gathered here: <https://wiki.opendaylight.org/display/ODL/Aluminum+Release>
- › Draft Messaging doc started (with PTL inputs summary):  
<https://docs.google.com/document/d/1GJr2QGpevpTyf8yfekKwjoGkLRYdQIkDUncag3eXZIk/edit#heading=h.tyl67m1dbqsu>
- › Reviewed yesterday and collecting inputs from Filip/Robert (Review Status)  
<https://docs.google.com/document/d/1GJr2QGpevpTyf8yfekKwjoGkLRYdQIkDUncag3eXZIk/edit#heading=h.m22flrgprcy>

## Marketing Deliverables

- › Mentioned in LFN News round up yesterday (pre-ONES press release)
- › Blog post from Abhijit (under development)
- › ONES talking points / slide for next week
- › New page on Website for latest release
- › Social media promos

# ODL Marketing Check In

## **2021 Planning**

- › Working with the EUAG and Ahmed to develop a survey so that we can refresh our use cases and identify deployments of ODL
- › Use Cases needed! Please flag us with any options
- › Website refresh: Updating use cases, case studies, etc.
- › Ramp up Social Media (LFN Channels + ODL Channels)
- › Other Ideas welcome!

## **2021 ODL Marketing Priorities**

- › Collecting feedback now from communities
- › Need a revised slide with 2021 priorities for Oct/Nov MAC Meeting
- › Will go into 2021 LFN Marketing Plan
- › Review 2020 slides as reference

# ODL 2020 Project Priorities

## **Audience focus**

- › Maintain balance between NFV/telco and enterprise
- › Highlight/outreach to “little” users: small ISPs in developing countries (greenfield market)
- › Strengthen collaboration with CNNT, ONAP, LF Edge

## **Market adjacencies**

- › Edge cloud in the context of NFV, 5G
- › Containers (k8s) as enterprise infra mgmt framework

## **Top 3 barriers to growth**

- › Perception of decline, lack of news (focus on platform stability vs features)
- › Hidden “under the covers” in commercial products
- › Unadvertised success in specific regions such as China
- › Need more contributors in specific areas; need more user contributions

## **Top dev priorities**

- › Continued enhancements for scalability, stability, availability, security & performance
- › Explore network analytics with OpenDaylight using AI/ML
- › k8s support enhancements, explore NSM tie-in

# ODL 2020 Marketing Goals

- › Revitalize awareness of project – focus on user stories
  - › 1 user story per quarter (likely to be multi-project) – balance NFV/Telco & Enterprise
  - › Find and develop “small” stories – the many little POPs & ISPs in the Global South using ODL
  - › Highlight breadth of commercial ecosystem
- › Refresh website to reflect current positioning
- › Community health:
  - › Target contributions by OpenDaylight users, especially in China via ONS days or dedicated events
  - › Targeted dev recruitment for specific areas
  - › Program to drive user engagement in discussion forums
  - › Academic outreach via scholarships/contests, free EdX.org short course
- › Create awareness on the role of ODL in edge/5G
  - › Solution brief
  - › Compelling demos for next ONES
- › Replicate the market ODL role in ONAP/OpenStack in k8s world
  - › Goals for KubeCon involvement to be defined
  - › Develop 2-3 k8s-related demos